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## CONSUMER TIME

VICTORY GARDENS...TO WIN THE PEACE

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NETWORK: NBC

DATE: March 9, 1946

ORIGIN: WRC

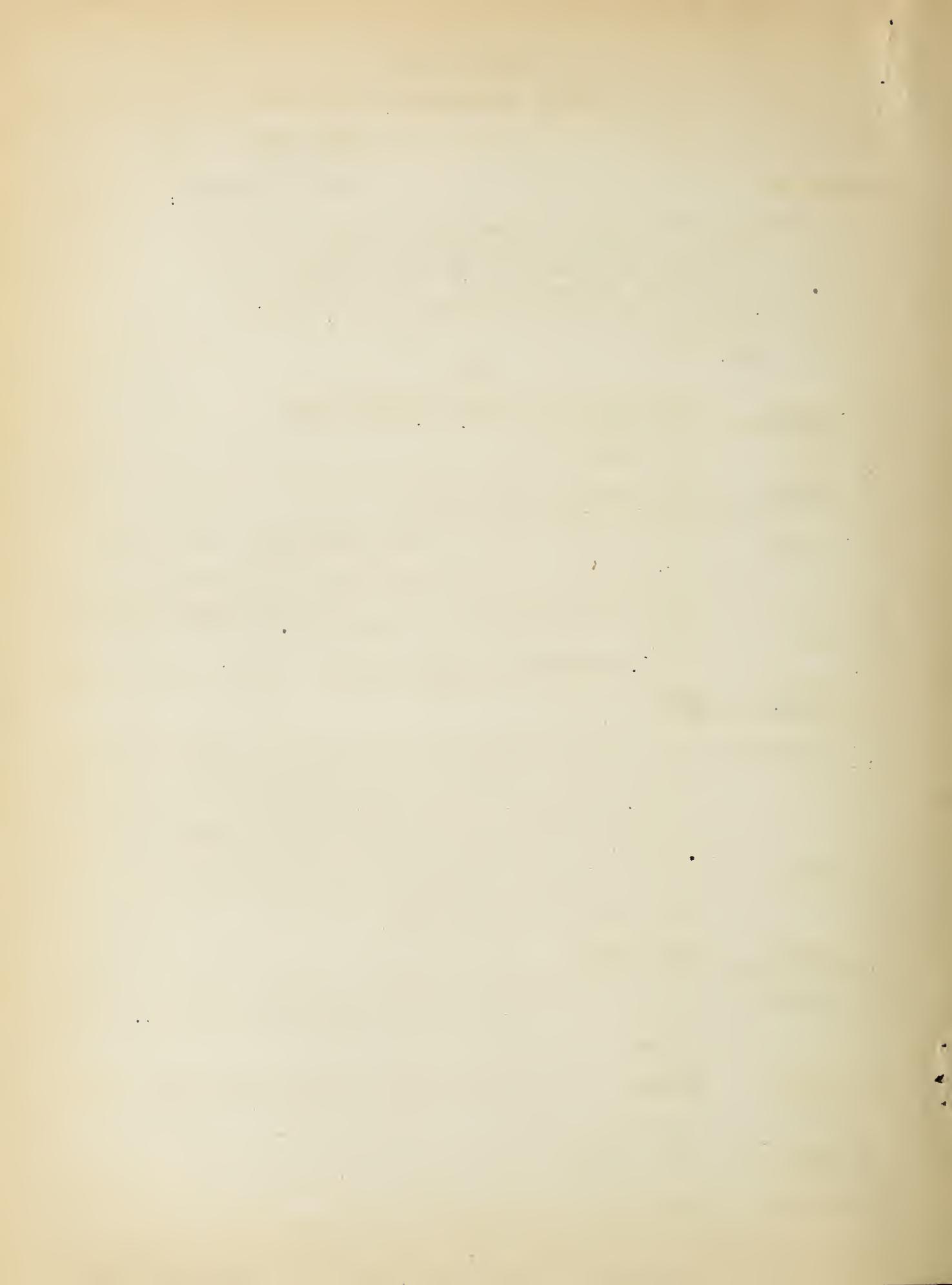
TIME: 12:15-12:30 PM - EST

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER.
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME, by the U. S. Department of Agriculture.
5. MUSIC: OPENS
6. NARRATOR: "The threat of starvation in many parts of the world, and the urgent need for food from this country emphasize the importance of continued effort to add to our total food supply this year."
7. JOHN: This is the message to Americans from the President of the United States, Harry S. Truman.
8. MUSIC: BRIEF BRIDGE
9. FREYMAN: "...continued effort to add to our total food supply!!" That means...
10. JOHN: Gardens! We're asked to plant more...and bigger...and better gardens this year!
11. FREYMAN: Well that settles it!
12. JOHN: Settles what, Mrs. Freyman?



13. FREYMAN: Johnny, I've been wondering, and a lot of other people have too...  
whether or not to plant a garden this year.
14. JOHN: Well, now you know!
15. FREYMAN: It's really necessary, is it?
16. JOHN: It's just as important now as in wartime!
17. FREYMAN: Of course...I've been wanting to plant one...
18. JOHN: But you just weren't sure whether to plant snapdragons, or snap beans...is that it, Mrs. Freyman?
19. FREYMAN: That's exactly it.
20. JOHN: Well...the whole idea is this. The President has said, in connection with the present world food crisis, that it's the duty of every American family to do two things.
21. NARRATOR: Plant a Victory Garden: Produce and preserve all we can...
22. JOHN: And....
23. NARRATOR: Conserve food... cut waste...substitute plentiful foods for those that are scarce.
24. JOHN: And today we're going to hear all about that. We're also about to hear the latest suggestions for gardeners from the U. S. Department of Agriculture. But first of all...we're very glad to have with us in the studio today...the man the Secretary of Agriculture appointed as director of the Garden Program for the entire country...Mr. Paul Stark.  
Mr. Stark, you're the very best person to tell us about the need for Victory Gardens this year.
25. STARK: One of the main reasons for planting gardens again...is the world's drastic need for food. Three months ago, we didn't realize that the food situation would become an international crisis...but that's exactly what has happened.



26. FREYMAN: But Mr. Stark...do you mean to say that by planting Victory Gardens this year, we can really help out in this world food crisis?
27. STARK: Yes indeed we can. Victory Gardens helped win the war...how they will help win the peace. In fact we're the only nation in the world which can save the situation. You see, if we increase our food supply here at home...we make it possible to ship more food overseas.
28. JOHN: Then I suppose it's just as important for housewives to conserve food too, this year...by canning, or freezing, and storing.
29. STARK: I should say it is important. You see, part of the President's new food program...is food conservation. And preserving fruits and vegetables...is all part of the very important plan...to use food carefully and wisely.
30. JOHN: And incidentally, this conservation program is the reason I'm getting only one slice of bread on the table, instead of two.
31. STARK: Yes...it's most important for everyone to save wheat and wheat products in every way possible. And homemakers are asked to continue the excellent job they've done in saving kitchen fats.
32. FREYMAN: Could you tell us a couple of other ways we can "conserve" food, Mr. Stark?
33. STARK: The main thing...is simply to be a thrifty housewife, Mrs. Freyman. When you're peeling vegetables, for instance, don't pare too deep. Use up scraps of food...substitute plentiful foods, for those which are scarce. Get the most vitamin value out of meats and vegetables...by not overcooking.
34. FREYMAN: And of course, homemakers are familiar with these ways of being thrifty in the kitchen...but the important thing is...to practice them!

Family

Family history

35. STARK: You're exactly right, Mrs. Freyman. And now...to get back to gardens...there's another important point in connection with growing home gardens this year.
36. FREYMAN: What's that, Mr. Stark...?
37. STARK: When we grow vegetables in our own back yards...that means we take some of the burden off of trains and trucks carrying food throughout the country. And consequently, these transportation facilities will be more free to transport food that's vitally needed for shipment overseas.
38. FREYMAN: I see...
39. JOHN: Now you say, Mr. Stark, that only recently we learned how bad the world food situation is?
40. STARK: Only last month, actually. We've been gathering reports from all over the world, and these reports are finally in. Very bad droughts in Europe, Africa, South America, Australia, and in in the Orient, did more damage than we realize. And of course, war damage to agriculture was considerable, too.
41. JOHN: The United States, then, has the most plentiful food supply of any country in the world, hasn't it?
42. STARK: Yes...our diet is by far the best in the world. Our national diet averages about 3,360 calories a day...compared to the less than 1500 calories that many Europeans have to subsist on. We can well afford to share a large part of our food with hungry people in other parts of the world...and still have plenty to eat, ourselves.
43. FREYMAN: Well, we're certainly willing to share it.
44. STARK: And not only have we plenty...but we're in the best position of any nation...to add to our family diet by growing gardens, and by preserving foods ourselves.

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45. FREYMAN: I should think we are.
46. STARK: The latest figures show that our harvest this year was one-third greater than the prewar average.
47. JOHN: But still...the USA can't feed the world, can we, Mr. Stark?
48. STARK: No we can't attempt to do that. We produce, even today, only about 10 percent of the world's food supply. The best we can hope for is to prevent actual starvation, as far as we possibly can.
49. FREYMAN: Can we really reach many of the millions of people who are now on starvation diets?
50. STARK: That depends. It depends on how much extra food we can produce in the next few months...
51. FREYMAN: And that's where our home gardens come in....
52. STARK: That's right. Also...it depends on how much food we can save... by not wasting it...and by preserving.
53. FREYMAN: I see...
54. STARK: And it depends, too...on how much shipping space we can provide, to transport this food.
55. JOHN: And there's where our Victory Gardens are important again. Home grown vegetables don't need shipping.
56. FREYMAN: Well now, Mr. Stark...we've talked about Victory Gardens from the standpoint of the world's need for more food. Let's get right down to the back yard now...and talk about plans for our new garden.
57. STARK: Well...I have a few suggestions about that...
58. FREYMAN: We'll be delighted to hear them first hand...from the director of the country's garden program.

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59. STARK: First, I'd say...plan your garden carefully...Plan to grow enough fresh vegetables to suit your family's needs...and as much extra as you can, to preserve!
60. FREYMAN: That's a good suggestion.
61. STARK: Then...plan to grow successive crops. So you'll have a good supply of fresh vegetables all summer long.
62. JOHN: I see...
63. STARK: Also---I'd work toward a permanent garden. I think so many Americans are in the habit of gardening now...they'll never want to give it up! I'd choose the soil and the location...if you haven't already done it...with the idea of a permanent garden in mind. I'd consider planting fruit trees, and grapevines, berry bushes...and perennial plants.
64. FREYMAN: And don't you think it's important too, to plant with the idea of improving the looks of your house and grounds?
65. STARK: It certainly is. That's part of our 1946 garden program, you know.
66. JOHN: Well---one of the main reasons I planted a garden last year...is because I really liked that exercise! Sunshine and fresh air...spading and hoeing...it was really great.
67. STARK: Yes, and there's no better way to forget your problems than get out in the garden and dig.
68. FREYMAN: And let's not forget...how good it was last summer...to be able to pick fresh peas and beans and tomatoes...and delicious tender corn, out of the backyard patch!
69. STARK: Yes...there are all kinds of reasons why gardening is fun! Half of all the families in the United States found that out...during the war years!
70. FREYMAN: Half the families in the country? Why, I had no idea there were that many victory gardens!

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71. STARK: There were well over 18,000,000 last year!
72. FREYMAN: Imagine that!
73. STARK: And we hope that this year...there'll be even more! Because...  
it certainly is just as important now as it ever was...even more  
important...to produce and preserve...more food!
74. MUSIC: BRIDGE
75. FREYMAN: Thanks very much, Paul Stark, director of the country's garden  
program for 1946!
76. JOHN: And now, Mrs. Freyman...a lot of our victory gardeners are waiting  
to hear the latest on the seed situation...
77. FREYMAN: And about garden tools...
78. JOHN: And fertilizers...
79. FREYMAN: And new kinds of vegetables...
80. JOHN: To say nothing of insecticides...
81. FREYMAN: And weed killers...
82. JOHN: So for a brief resume...
83. MUSIC: BRIEFLY AND LIGHTLY
84. NARRATOR: If you need new garden tools...you'll probably not have difficulty  
finding what you want. Although steel strikes are affecting  
production right now...quite a large quantity were manufactured  
last year.
85. JOHN: But the Department of Agriculture reminds beginners...that it is  
better to buy a few simple, substantial tools that will serve  
well for many years than to buy flimsy gadgets that won't last.
86. FREYMAN: All most gardeners need...is a good spade, a steel bow rake, a hoe...  
a strong cord for laying off rows, and a garden hose.
87. MUSIC: SINGLE CHORD

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### Final outcome

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W. Taut - 1970-1980

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83. NARRATOR: And now...about fertilizers...We're using more than ever here at home...we're sending fertilizer overseas. But in spite of that, it looks now as though there'll be enough for home gardens.
89. JOHN: The Department of Agriculture reminds you...that you should spade your garden early...but be sure that the moisture's out of the soil! If you spade wet soil...it's likely to be hard and cloddy for weeks afterwards.
90. MUSIC: CHORD
91. NARRATOR: And as for vegetable seeds...you'll probably be able to get all the seeds you need...of all kinds.
92. JOHN: But the Department has this to say:  
Often gardeners plant too many seeds...and plant them too thickly. This can reduce the vegetable yield. Don't waste seeds...store them carefully for later plantings, if you have some left over.
93. FREYMAN: Incidentally...many commercial seed producers are putting more seeds in each package. That will mean a little money saving for you.
94. MUSIC: CHORD.
95. JOHN: And insecticides?
96. NARRATOR: There seems to be a good supply of chemicals for garden insect sprays. There is more than last year and it's stronger. Pyrethrum and cryolite are plentiful too. The most serious shortage is nicotine to control plant lice.
97. MUSIC: CHORD.
98. NARRATOR: Many people are asking about the new weed killer, 2-4D. That's verry effective for your lawn. It will kill plantains and dandolions, chickweed and many other kinds of weeds. But as for using 2-4D in your garden, Department of Agriculture specialists have this to say:



99. JOHN: Don't use 2-4D to kill weeds in your garden. Many garden vegetables are very sensitive to this new weed killer, and will die instantly. If you spray your lawn with 2-4D, wash the sprayer out very carefully, or use another one, when you're spraying your garden, because the tiniest amount of 2-4D will kill many vegetable plants.
100. MUSIC:
101. FREYMAN: And now...some new developments in vegetables...new varieties on the market now.
102. NARRATOR: "Slobolt" lettuce...a leaf lettuce...fine for your victory garden...because it lasts longer through the season...doesn't go to seed as fast...and is a good hot weather lettuce. It's a new development by scientists. S-L-O-B-O-L-T...Slobolt lettuce.
103. JOHN: Then there's the new tomato...Pan America it's called...that's especially resistant to fusarium wilt. If your favorite tomatoes showed signs of wilt last year...perhaps you should try planting some of the more wilt resistant types. The Pan America, the Marglobe, the Rutgers, the Pritchard, and there are several others. These are for later plantings.
104. NARRATOR: Soil which has grown tomatoes for several seasons is likely to contain wilt.
105. JOHN: The Pan America tomato is now available over a large part of the country.
106. NARRATOR: Then there's the new Lima Bean...It was on the market last year, Ask for it by name, Fordhook 242...It has a longer season of bearing than most lima beans...has a very heavy yield...and is more resistant to hot weather than other varieties. A new Lima Bean, Fordhook 242.
107. MUSIC: BRIDGE FINALE

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and  
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108. JOHN: And so ends our story today...about why it's important to plant a victory garden again this year...
109. FREYMAN: And why it's important to preserve...and conserve food in every way we can.
110. JOHN: And here is a message from Secretary of Agriculture Clinton Anderson:
111. MUSIC: SNEAK BEHIND
112. NARRATOR: "We shall do all that is humanly possible to keep faith with the starving people of other nations by making available as much of our food as we can possibly spare. How much we can spare is up to the people of America. Certain farm goals have been raised. Various controls have been imposed on the use and movement of critically needed foods. This will not be enough. Every family must bear a part of the burden by conserving food in every practical way, and by raising a victory garden, and preserving food at home."
113. MUSIC: UP AND OUT
114. JOHN: Today, we heard from Mr. Paul Stark, director of the National Garden Program.
115. ANNCR: If you haven't a copy of the U. S. Department of Agriculture publication, "Growing Vegetables in Town and City," be sure to send for it. It's a 40-page illustrated booklet, covering all details of gardening, from planting to harvesting...It describes how to grow fifty different kinds of vegetables...and is a valuable handbook for both beginners, and experienced gardeners. "Growing Vegetables in town and City" is yours free. Write to CONSUMER TIME, Washington 25, D. C. Be sure to include your name, address, and the name of the station to which you're listening. That's CONSUMER TIME, Washington 25, D. C.



116. FREYMAN: Next week on CONSUMER TIME, we're going to hear the story behind the label you find on canned and frozen foods, which says "packed under continuous inspection of the U. S. Department of Agriculture."
117. JOHN: Be with us then, for another edition of...
118. SOUND: CASH REGISTER...
119. ANNCR: CONSUMER TIME...
120. SOUND: CASH REGISTER...CLOSE DRAWER
121. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.

This is NBC, the National Broadcasting Company.

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